

Eliza Cooper

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580
RE: Business Opportunity Rule, R511993

June 1, 2006

Dear Sir or Madam,

I am writing this letter because I am concerned that if proposed **Business Opportunity Rule R511993** is adopted in its present form, my livelihood as a Nature's Sunshine distributor will be significantly undermined. I have just begun to work full time at home and am developing this business so I can spend more time with my children as a work at home mom and to also strengthen my marriage. I am able to be more active in the community and support and promote stabilizing family efforts as a national family advocate. The ability to work from home and promote good health practices is crucial in this country where ill health is rampant.

With the economy in its current condition and so many people needing additional income, the very thought of governmental interference in the free enterprise process strikes fear in the hearts of Americans everywhere. Cherished values are a stake, and the FTC needs to be aware of the dangers of ill-considered action. My utility company has raised its rates by 72%. Our whole community is concerned as to how to pay such a drastic increase, in addition to the soaring gas prices.

The public is not well served by the FTC's over regulation of an industry that is causing absolutely no harm and more than adequately polices itself by remedying any and all complaints by members of the public. Nature's Sunshine complies with all applicable buy back requirements and always makes it easy for individuals to exit the Company, if the business opportunity is not right for them. I have been involved with this company for almost 20 years and have been so impressed with it and the constant quality care and attention that it gives to every aspect of their business. Nature's Sunshine should not be made to pay for the misdeeds of others.

While the FTC needs to protect the public where necessary, this proposed rule is hopelessly overbroad and misguided. The seven-day waiting period is unnecessary and will interfere with my ability to enter

into lawful transactions and enroll new distributors. People buy TV's, cars, and other much more costly items without such a waiting period. This proposed waiting period gives the impression that something is wrong with the plan. And, the burdensome paperwork, which will not even be read by the public, makes it extremely difficult for the individual participant to fully comply, thereby risking fines and other penalties for such failures, however innocent. By these actions, the FTC does a disservice to the consuming public and Americans everywhere who are trying to get ahead by starting their own business, or earning necessary supplemental income to help support their family. This would be a great travesty of justice, to make honest, hardworking people suffer unnecessarily by making it more difficult for them to be entrepreneurs.

While I appreciate the work of the FTC in protecting consumers, I believe this proposed new rule has many unintended consequences that could be avoided by a less burdensome approach.

Thank you for your time in considering my comments.

Sincerely yours,

Eliza Cooper